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# STRAWBERRY PLANTS

*1950 Season*

FAIRVIEW  
FRUIT  
FARM

Pierceton, Indiana







# STRAWBERRIES

Home Garden

Commercial Crop

I don't believe there is another fruit in the world that has such a universal appeal as strawberries, nor one that is favored by and is so readily available to so many people. Can you think of anything that looks more arresting than a bed of strawberries in early June with the full red of the ripe and ready berries on the background of the green foliage? If anything does look better, it must be the crate of baskets full of those red beauties.

Can you think of anything that tastes better than those ripe berries fresh from the vine on a June morning? If you can, it must be the proverbial short cake at dinner, or the fruit that delights your eye and palate when it comes from your freezer on Thanksgiving or Christmas, six months later.

Just pick a few of those berries. Is there anything you can think of in fruit or food that matches their smooth, fine skin as your hands run through the rich foliage?

Now lift the basket of berries to your face and breathe that rich aroma. Where else can you excel it? Or match it?

Where else can you find a fruit usable in so many ways—as fresh sauce, in short cake, as frozen fruit, as preserves, in pies, in drinks, as flavoring in many things?

And happily, this is not the wandering of one's imagination on a winter evening. This wonderful fruit so appealing to everyone is so adaptable to climate that it is common in every state. It thrives on such a variety of soils that you may have it wherever you live. It is yours for the asking and the doing.

Strawberries come right down to earth, too. They will not only give you from your own garden quantities of as delicious a fruit as the world knows, but they also offer an excellent opportunity commercially. In these days of declining farm prices the farmer with a relatively small acreage may find in strawberries a very good chance to augment his income in a farm project which requires little capital outlay, little costly equipment, but a quick cash return for his investment. Larger growers already know these opportunities.



In the following pages in this booklet we have tried to give helpful hints on growing and handling strawberries, and as accurate descriptions as we can of what we think are the best varieties. The characteristics of the different varieties are not from our own opinions alone, but represent the composite experience of the many growers in the Middle West with whom we have been in contact. We think that what we say will go along pretty well with your own experiences.

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## Customers' Comments

"Received plants in good shape. They are all set. Plants were as nice or nicer than any I have ever got from you. Everything very satisfactory. Thanks."

Thos. W. Bennett, Waterman, Ill.

"I received my order of 200 strawberry plants last week. We set them out this evening and they were the best ever, long healthy roots."

Wilbur Lane, Anderson, Indiana



A Field of Our Healthy Plants



# What We Offer

This year of 1950 marks our twenty-sixth year of work with strawberry plants. That means more than a quarter century of real effort, of some sharp disappointments as well as many pleasant surprises. In that time we have tried many new varieties in our search for better kinds, always selecting those whose year in and year out performance has been outstanding. We have sought better ways of growing plants, better ways of handling them in digging and cleaning, better and cheaper ways of packing, all to the end of giving our customers better plants at lower prices.

Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. **Just the best cleaning and sorting job you ever saw.**

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition. Small orders are wrapped in water-proof paper, large orders in securely bound crates.

**We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.**

We are more than content to let our business rest in the hands of our customers, and depend upon their good will. In almost every strawberry growing community in states close to us are people who have successfully used our plants. Upon request, we will send you the names of some of those customers. Maybe they are your friends, too.



One of the girls from the cleaning room with two bunches of plants. Note the size and length of roots.



## *Customers' Comments*

"Just a note to let you know how pleased I am with your strawberries. I received the 5000 berry plants in fine shape and just when I wanted them. They look like every plant will live."

Guy Hawk, Kittanning, Pa.

"We received the shipment of strawberry plants and I wish to thank you for your promptness and the extra ones you sent. The plants were wonderful, and we shall want as many or more next year."

Mrs. Oscar Anderson, Danville, Ill.



# Suggestions For Strawberry Culture

## SOIL AND SOIL PREPARATION

The first requirement for successful strawberry growing is thorough preparation of suitable soil. We must keep in mind that this is a type of very intensive farming where a relatively large amount of labor and expense is expended on a small acreage, and choose the best soil we have for the purpose.

Berries are grown successfully in a wide variety of climates, and in many kinds of soils. We generally think that a sandy loam is most favorable, partly because it is more easily worked and kept in shape. Good drainage is important. Whatever the type of soil it should be high in fertility and humus content. This condition is best obtained in the years prior to setting the berries by the use of barnyard manure, legumes, green manure crops, and the other methods of good handling familiar to most farmers. Top dressing with well rotted manure is a very excellent practice.

Fall plowing is good for berries. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Extensive experiments have shown that berries do best on a soil that is slightly acid, therefore in most cases the application of lime is not necessary or advisable.

## COMMERCIAL FERTILIZER

Commercial fertilizers must be used carefully. They can do a great deal of good, but may do serious damage if not properly handled. Definitely, commercial fertilizer must not



come in direct contact with the roots of the new-set plant. But up to 600 pounds per acre of any good complete fertilizer, say a 3-12-12 analysis, may well be used for good plant growth if it is thoroughly mixed with the soil, before or after plant setting. When our field is practically prepared, we simply sow our fertilizer with an ordinary drill, then harrow with a spring toothed drag.

In the fall, say early September, another application of possibly 250 pounds per acre may be made by drilling right in the plant row. Fertilizer should be brushed off the foliage to prevent burning. Fall application may be especially beneficial because the berry crop for the next season is being established soon afterward.

Spring application of fertilizer of high nitrogen content should be relatively light, and should be attempted only by experienced growers. Too heavy applications may produce a top growth too heavy.

### PLANT SPACING

Fruiting rows should be about four feet apart in commercial fields, where picking is done by hired labor. In small plantings, this distance can be held to three and one-half feet.

For the distance apart in the row, attention should be given to the tendency to make runners, according to the variety used. A variety which normally makes many runners should be spaced farther than one where runners are few. We think eighteen inches is about right for Premier, Mastodon, Fairfax and Chesapeake, while such kinds as Catskill, Dorsett, Aroma, Big Joe and Gibson can be extended to two feet. Blakemore, Robinson and Dunlap will generally make a good row if set as far apart as thirty inches.

The number of plants required per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier, Fairfax, Chesapeake or Mastodon. 5500 plants will set an acre of Catskill, Dorsett, Aroma, Big Joe or Gibson, while Robinson, Blakemore, Dunlap need about 4500 plants.

We favor the matted row system for the best and cheapest production, but no plant will do well in size of fruit or total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned.



## CHOICE OF PLANTS AND VARIETY

Plants should be carefully chosen—for the variety to be used as well as for quality, for different kinds suit different purposes. Read carefully the descriptions in the next section—we have tried to be as accurate as we can.

The wonderful progress made in plant breeding in various fields in the past few years may find us anxious to choose a new variety whenever we can. This is not always wise. In the strawberry field, it is best to choose for the greater part of your planting the varieties which the experience of growers the country over has shown to be the best. And while many new kinds are being introduced, we had better stick to the good kinds we know, and plant some of the new for trial. Be particularly careful in buying kinds recommended and sold by only a few nurserymen. In far too many cases a worthless variety has been highly recommended simply for plant sale at a high price.

### TIME FOR SETTING

Time and again we see the importance of early setting of all kinds of nursery stock, berry plants especially. Transplanting should be done just as soon as the ground is fit to work in the spring. We think of April 1 to 15 here in northern Indiana, somewhat earlier as we go farther south.

The really important consideration is the state of development of the plants. There is stored in the dormant plant from the previous season's growth the strength for the new shoots and leaves, and this new growth should come in the new setting. Simply put, the plants should be set while still dormant. After the new leaves have come, blossoms are out, and berries starting, the plant has exhausted its stored vitality and cannot thrive if reset.

Here lies the great advantage of northern grown plants. By April 15 our growth is just starting and plants are in fine shape for transplanting, while southern plants have already blossomed and are far beyond the re-setting stage. Northern growers cannot meet southern prices on account of higher wages and different working conditions by reason of colder weather, but hardiness and difference in stages of growth are far greater factors. See that your plants are northern grown.

We do not offer plants for fall setting.



## METHODS OF TRANSPLANTING

Strawberry plants are transplanted successfully in many ways and with a variety of tools. The important consideration is that the roots be well fanned out, not bunched, in a deep, wide hole or trench, with the plant at the height at which it originally grew. A small spade or garden trowel is very satisfactory for hand setting in small lots, and for larger patches we have found that the machine transplanter does a very excellent job.

Just don't get in a hurry to get the work done. You have every reason to expect a practically perfect stand if the work is properly done at the right time. You will notice, if you look carefully, how the new root growth develops. Little white active roots appear along the old root system to tide the plant over the transplanting until the new large roots appear from the crown, and the old root system dies.

Clipping the ends of the roots makes little difference in growth, and we do this regularly when the length of the roots on large plants interferes with putting them straight in the ground without bunching.

## CULTIVATION

Cultivation should start soon after the plants are set, and continue throughout the growing season. Any of the many good cultivators found on most farms will do most of the work if used often enough, but hoeing is indispensable. Not only should the weeds be kept out, but a mulch should be maintained and the soil not allowed to crust around the plants.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root ear-

ly and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established about July 1.



## MULCHING

Mulching may be done at any time when the ground is solid enough to work on after plant growth is completed in the autumn, and the **SOONER AFTER THAT TIME THE BETTER.** The material to be used and how to apply it can best be decided with the purposes of mulching in mind—(1) to prevent winter damage, from excessive cold when plants are unprotected, and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from late frosts.

We generally use wheat or rye straw, mulching to a depth of approximately three inches, requiring something less than three tons to the acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice, especially since they contain no weed seed. Such material as clover buffins is bad because of weed, grass and clover seeds. For the same reason it is bad practice to top dress a berry field after the plants are grown, unless you are sure there are no grass and weed seeds present in the material used.

Early in April it is necessary to go along the row and rake aside just enough of the mulching material to allow the new strawberry growth to show through.

## RENOVATING OLD FIELDS

Renovating an old field of strawberries and preparing it for another year's fruiting is often one of the toughest problems a grower has. Each field is distinctly its own individual problem, and certainly no hard and fast rules can be laid down as to how things are best done.

The most satisfactory method we have ever used is about the simplest. It consists of simply going along each side of the row with a tool of the roto-tiller type, cutting down the width of the row to some six inches. This operation stirs up the space between the rows to such an extent that the weeds there are practically eliminated, and a good hoeing leaves the ground in a good friable condition, too. This cultivation should be done very soon after bearing is over.

Two or three subsequent cultivations with the same tool are made, and the berry row again allowed to reach a width of twelve or fourteen inches as new plants form.



## CARE OF PLANTS ON ARRIVAL

Much of the success of your whole strawberry project depends upon how you handle the plants after they are in your hands. Do not neglect them when they reach you. Do not let them lie in the express office until you happen to get to town, or set the packages back in the corner until you have time to open them some day. Strawberry plants are green, growing things, and are perishable. If confined too closely too long where it is warm they will heat. If allowed to dry out they are ruined. We guarantee our plants to reach you in good growing condition, but we must be notified within five days after they are in your hands if there is anything wrong. Any faults in the condition of the plants will be immediately apparent, and we must disclaim further responsibility unless notified at once.

We will write you when the plants are shipped, so that you can keep in touch with your express agent or postmaster and get them as soon as they arrive. **They should then be reset as soon as possible.** Just before transplanting, dip the roots in water, even soak them in water for two or three hours if they are at all dry.

In any case, unpack the plants at once. If they can be held in a cold storage at a temperature of about 30°, they will keep all right indefinitely. On no account allow them to heat, as they are then irreparably damaged. If no cold storage is available and they must be kept for some time, heel them in. That is, dig a deep, narrow trench, break the bundles, set the plants along in the trench just touching each other, and cover to the crown with moist earth. This handling should save them in good shape for at least ten days or two weeks.

We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.



# Premier

## Best and Most Popular Berry

It is now more than thirty years since Premier was first introduced to strawberry growers and users, soon to take its place at the head of the list of good berries, where it still stands. It is true that some berries are slightly better in quality, others have fruit a little larger or more attractive, in rare instances still others may have excelled in productivity in a special year.

**But on the basis of year in and year out production of good quality, attractive fruit and total yield of marketable berries, there is as yet no variety to compare with ever-reliable Premier for the northern part of our country.**

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but given good care in a fair season, it will make a good fruiting row. The plant population may be better in fact than for many varieties where full growth leaves the plants too thick for good fruiting. The foliage is light green, the leaves definitely cupped, and practically free from any foliage diseases.

**The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.**

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm, in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

**No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizeable crop in case of out-of season frost at any time.**

The foliage is close to the ground, too, and helps to protect the low blossoms.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.** It is highly significant that Premier is one of the parents of practically all of the good new kinds, such as Catskill, Fairfax, Robinson, Dorsett, Blakemore.



# Fairfax

Fairfax has won the same place in the garden that Premier has taken in the commercial field.

It was developed a little more than ten years ago as a Premier cross, and resembles this parent rather closely in the general appearance of its foliage. The leaves have the same cupped feature, but are just a little darker in color.

The plant is larger, however, in every way. The crown is very heavy, the roots large and long. The leaves are wide, and stand far above the ground. The blossoms are large, the fruiting stems high and heavy.

**Fairfax berries are smooth, big, fancy, dark red beauties, just the kind you like to show to your friends, the kind you like to take from your locker about Christmas day.**

The seeds are large and rather prominent, bright yellow, and enhance the appearance of the dark red fruit. The taste of the berry is not often excelled, just about the last word in strawberry flavor. They are quite firm, too, for reasonable handling. Just the kind of berry you want for your own use or for fancy local sale.

If you are setting Premier for commercial purposes, try a few Fairfax for your own use. **They are well adapted to freezing, too.** While the Fairfax berries are larger, more attractive in appearance, and of better quality, not nearly as many berries will be set, and the total yield will not run as high in this mid-west territory.

## *Customers' Comments*

"———I want to tell you that I often think of you, especially when we talk berries or are thinking of them. I am glad to have had the pleasure of meeting you in person, and believe that I am therefore in better position to know what I am talking about when I recommend your plants personally. I know what they are and can recommend them to others, for they cannot go wrong when buying of you."

S. E. Knapp, St. Marys, Ohio

"Received strawberry plants this a. m. in fine condition. Wonderful plants. Thank you."

R. G. Simons, Kenosha, Wis.



# Robinson

Robinson is the latest good variety to be introduced in the middle-west, a cross between Premier and Washington. It has attained a wide spread popularity more quickly than any kind since Premier.

The foliage of Robinson is light green with the cupped leaves of Premier, which it rather closely resembles. It runs very freely, however, easily making a good fruiting row. Plants are rather small.

The berry is one of the largest. It is smooth skinned, glossy, bright red, with the prominent yellow seeds and nice green cap which make for an attractive appearance. Berries are generally firm enough for handling, and of good quality. We have had some reports, however, that the fruit was a little soft in case of heavy rains and continued damp weather.

Strawberries often act differently under different climatic conditions, but in the middle-west Robinson is performing exceptionally well. Total production per acre has been high, and the large and attractive fruit has sold well. Robinson is a good berry for your own use, and for commercial purposes it is second only to Premier in our area. Ripens about a week later than Premier.



**A Field of Premier - Grown by Mr. Fred Sprang,  
Big Prairie, Ohio**



# Catskill

Catskill quickly attained a wide popularity as a commercial berry after its introduction a few years ago as a cross between Premier and Marshall.

The foliage of this variety is vigorous and healthy. The plants are large, strong and rugged. They run freely and easily make a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in this respect. All right for ordinary handling and hauling.

Catskill is a good main crop, commercial berry. The total yield is usually high, especially in case of rains in proper season. Ripening about a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

## Senator Dunlap

**The best variety of strawberry we found when we started to work with this fruit forty years ago was the Senator Dunlap, and it is just as good today as it was then.**

It is the grand old variety too well known to every strawberry grower to need any lengthy description.

Long a popular favorite, it is a hardy grower and prolific plant maker, a sort of rough and ready variety able to stand a lot of abuse and come through with some sort of crop. Given good care, plants are liable to become too thick in the row to do well.

The fruit is medium sized, dark, likely to be bottle-necked in shape, rich in flavor, very good for the garden. It is a prime favorite with those who have used it for many years. Mid-season in ripening, maybe three or four days later than Premier.

Plants of Dunlap are rather small and the fruit is likely to deteriorate in size in late season, especially if weather conditions get a little unfavorable. Somewhat susceptible to leaf spot.



# Aroma

Aroma is an old and well tried variety which has been a favorite in some sections for many years.

It has been used especially in the section around Pekin and Borden, Indiana, where it was a favorite on account of its ability to stand refrigeration in cars. Some growers in southern Indiana still like this variety, but it has never done as well for us as some other kinds.

The foliage is light green, and it will make a good fruiting row if growing conditions are at all favorable. The plants are liable to be quite a bit smaller than some other kinds, and the top leaves die down sharply in winter.

The fruit is large, bright red, with deliciously aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance.

Yields fairly well, but the fruiting season is generally short, and four or five pickings generally clean the vines. Ripens about ten days later than Premier.

# Blakemore

Blakemore is probably grown on more acres than any other variety, especially in the South, where it has met the need of productiveness and firmness for shipment for long distances.

It is a fine runner and prolific plant maker, often requiring thinning for best production. A sort of rough and ready variety which does well in spite of neglect and abuse. The foliage is light green, with the cupped leaves of Premier.

The fruit is of good, even size, smoothly rounded, with fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

With us, the quality of this berry has not been good. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows", which is liable to develop at any time, in spite of most careful rouging.



# Big Joe

Big Joe is a good old variety that some growers have been using for years. The plants are big and heavy, with light green, drooping leaves. The blossoms are large and bright, the fruiting stems long and heavy.

The berries run large, bright red, very attractive, and of very good quality. Firm enough for reasonable handling.

Not a real heavy bearer, but bringing all the fruit to suitable size.

Big Joe is rather susceptible to frost injury. We do not consider it the equal of some other varieties, but some people who have grown it for years will take nothing else.

# Gibson

Gibson is a variety grown for many years by some people for whom it has done extremely well. We have seen some very fine patches of this kind, and can well understand why it still has so many friends.

It is a hardy variety, a prolific plant maker. Leaves dark, with almost a purple tinge. Plants have especially long, fibrous roots. Blossoms large, fruiting stem heavy. Many berries are set, and the yield is very good. Ripens about ten days later than Premier. Berries are rather tart, and the quality not as good as we like.

# Maytime

Maytime is the earliest maturing variety we know, and one that will give you a lot of satisfaction if you want to have a long fresh-berry season.

It is a very good plant maker, plants are nice and large. Leaves light in color. The berries are quite large, of good flavor, but not firm enough for handling. Not a commercial berry anyway, but one that you will like to have before most other varieties start to bear. Blossoms come pretty early, and frost damage sometimes occurs.



# Dorsett

Dorsett was originated at the same time as Fairfax, of the same Premier cross. For this reason they are very often spoken of together, as well as for the fact that they resemble each other very closely, especially at fruiting time.

Dorsett is a strong grower and a heavy plant maker. Normally it easily makes a good fruiting row. Sometimes, indeed, the plants become too thick. The leaves are drooping and roughly veined, the foliage generally quite dark.

The berries are quite large, a little brighter than Fairfax, but resembling it closely, with bright, prominent seeds.

The flavor is exceptionally good, in fact, it is difficult even for the experienced grower to distinguish between Dorsett and Fairfax at fruiting time.

When conditions are very good, that is when moisture is abundant and cold weather has not been too severe. Dorsett is just about tops. However, adverse weather conditions may materially reduce the yield, and a heavy frost may do very severe damage. Dorsett is a rather weak pollenizer, too, and if conditions are unfavorable when blossoms are out, partial pollination may result in rather small and knotty fruit and consequent smaller yield.

# Chesapeake

In Chesapeake we have the answer to the inquiry we get several times each year—"What is your best late berry?" It has been raised for many years, and has many warm friends. It is one of the fanciest of all strawberries.

The foliage is a little too thin, very dark green. It is not a very good plant maker and is susceptible to winter damage, and requires good drainage.

The berries are rich red, with bright yellow seeds, and a nice green cap. Not as many berries are set as in some other kinds, and probably this is why practically all the fruit is quite large. Very good for flavor, very good for quality, very nice to handle.

Chesapeake is about two weeks later than Premier in ripening, and comes on at a time when other good berries are going off the market or deteriorating, bringing top prices.



# Everbearers

The growing of everbearing strawberries has been more a novelty and hobby rather than a practical fruit raising proposition. But lately their culture has greatly increased, due partly to appreciation of what can be done with them, to new and improved varieties, and to better methods of growing them, more especially by various forms of irrigation. They have now become a definite asset in the garden, and in many cases have done well on a commercial basis.

Plants are handled just as other strawberries. They are set as early as possible and kept well cultivated. All blossoms must be removed until plants are fully established, about July 1, after which they are allowed to develop, and fruit is available from about August 1 until severe frost.

In handling everbearers, let us keep in mind that the fruit is produced by a shallow-rooted plant in the hottest, driest part of the summer, and that ample water supply is essential. It can be supplied by natural drainage, or better, by some form of irrigation.

Everbearers are an out of season delicacy, a favorite dish with all the family, and a fancy dessert for guests. They generally command on the market about twice the price of the spring bearers.

## Mastodon

So many extravagant claims were made for this great berry when it was first introduced that growers were led to expect the impossible, and were later disappointed in its performance. It is nevertheless a great berry with many friends. It occupies the same place in the everbearer field that Premier has in the commercial line—it is the standard of comparison for all other kinds. Adapted to a wide area, it does well under many different climatic conditions.

The plants are very large and heavy, with deeply crinkled and ribbed leaves, dark green. Not a really good plant maker, but if set early on good soil, it will generally make a row adequate for decent fruiting the next spring. Mastodon has this special advantage—in the spring following its setting it will make a very nice crop of spring berries.

The berries are large, dark red, very glossy, and have a very agreeable flavor. They are inclined to be soft, and will not stand handling and hauling very well.



# Gem

In some ways Gem is equal to or superior to Mastodon. It makes runners much more freely, and the berries are generally larger and much firmer. They are firm enough to stand handling quite well.

Gem plants run smaller than Mastodon, but when set on good soil, the foliage becomes quite rank. Leaves are smooth and waxy looking. Berries run quite large, with rounded top, have a very nice appearance, quite tart in flavor.

Gem is practically free from leaf spot to which Mastodon is more or less subject.

## Gemzata

The Wayzata was the everbearer which produced the sweetest berries we have ever known. Unfortunately, this variety made hardly any runners and it was very difficult to propagate it. Gem was crossed with Wayzata to make Gemzata, resulting in an everbearer having some of the best qualities of both.

Gemzata runs as freely as Gem, with the plants having the rough appearance of Wayzata. Berries are large and sweet, about equal to Gem in firmness, very nearly the same color.

One of the best of the everbearers, and one that does pretty well in the spring, too.

## Streamliner

Streamliner is the latest good everbearer, and seems to be rapidly gaining a wide popularity by its satisfactory performance in the west and central states.

The leaves are dark, smooth, glossy, definitely cupped with rough edges. Streamliner runs freely and easily makes a nice fruiting row.

The berries are nice sized, dark red, rather rough, with a very good flavor.

We think Streamliner is a good variety, well worth a trial, but not as superior to other everbearers as some reports would indicate.



# Directions For Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. Be sure to tell us how to ship. Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. If your agent does not know of this rate, refer him to Commodity tariff I. C. C. 3925, Section 5.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C. O. D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage.

Be sure to send sufficient postage, as any excess will be refunded.

Shipping weight varies with season and variety, but will approximate 4 pounds per 100 plants.

Please write your name and address very plainly.

Please note our address is PIERCETON, not PRINCETON.

We are located on State Road 5, eight miles north of its intersection with U. S. Road 30.

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## CERTIFICATE OF NURSERY INSPECTION

The Department of Conservation, Division of Entomology

Indianapolis, Indiana, December 19, 1949

This is to certify that Nursery stock grown by Fairview Fruit Farm, (Glenn P. Galloway) located at Pierceton, Indiana, consisting of 18 acres, has been inspected by the undersigned or his authorized representative on August 24, 1949, in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant diseases.

This certificate covers strawberry plants and is valid unless revoked for cause, until August 1, 1950.

Signed: FRANK N. WALLACE

State Entomologist

Our References—Farmers Loan and Trust Co., Columbia City, Indiana: Postmaster and Express Agent, Pierceton, Indiana; Frank N. Wallace, Indiana State Entomologist.

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# 1950 PRICES

Variety	100	1000	5000 per 1000	10000 per 1000	25000 per 1000
Premier -----	\$1.60	\$10.00	\$ 9.75	\$ 9.50	\$ 9.00
Fairfax -----	1.60	10.00	9.75	9.50	9.00
Catskill -----	1.60	10.00	9.75	9.50	9.00
Dorsett -----	1.60	10.00	9.75	9.50	9.00
Chesapeake ----	1.60	10.00	9.75	9.50	9.00
Robinson -----	1.60	9.00	8.75	8.50	8.00
Dunlap -----	1.60	9.00	8.75	8.50	8.00
Maytime -----	1.60	9.00	8.75	8.50	8.00
Blakemore -----	1.60	9.00	8.75	8.50	8.00
Aroma -----	1.60	9.00	8.75	8.50	8.00
Big Joe -----	1.60	9.00	8.75	8.50	8.00
Gibson -----	1.60	9.00	8.75	8.50	8.00
Streamliner ----	2.00	15.00	15.00	15.00	15.00
Mastodon -----	2.00	15.00	14.00	13.00	12.50
Gem -----	2.00	12.50	13.00	11.00	10.00
Gemzata -----	2.00	12.50	12.00	11.00	10.00

500 or more at the 1000 lot quotations.

***On small orders of less than 500 plants we pay the postage.***

We do not pay transportation charges when the price is figured on the 1000 lot basis.

Please read carefully the instructions to customers on page 20.

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## Our Guarantee

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyer's option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will be be accountable for more than the original purchase price.

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